Modern Type Display

Published by
The Inland Printer Co.
CHICAGO and NEW YORK

MODERN TYPE DISPLAY

A BROCHURE containing examples of ARTISTIC TYPE DISPLAY, the same being the work of printers and print shops whose work is of merit and is duly credited and recognized herein.

PUBLISHED AND COPYRIGHTED, WITH RESERVATIONS AS TO PRIVILEGES, BY

THE INLAND PRINTER COMPANY

AND PRINTED AT THE PRINT SHOP OF THE HENRY O. SHEPARD COMPANY AT CHICAGO, ILLINOIS, U. S. A., IN THE YEAR M C M. : : : : : : : :

THE BROCHURE ALSO CONTAINS A *BRIEF TREATISE ON TYPE DISPLAY* BY THE AUTHOR and COMPILER

ED S. RALPH

THE LIBRARY OF CONGRESS,
Two Copies Received
FEB 18 1903
Copyright Entry
Nov. 10-1900
CLASS a XXc. No.
27823
COPY B.

Copyright, 1900, by THE INLAND PRINTER CO., Chicago.

Introductory

IN order to meet the demand for representative specimens of practical, up-to-date job composition, the within examples of type display have been compiled. To the printers whose specimens appear in this brochure, the author acknowledges his indebtedness, and expresses his thanks for their generous co-operation.

The specimens are representative of the best classes of practical printing of the present style. They are not "dress parade" specimens. Neither were they prepared with a view of being shown in this brochure. Styles in printing change, as in everything else. These changes have been so radical as to create a demand for a brochure showing practical examples of the present style. Just how long the present style will be in vogue no one can tell. But it is reasonably sure to be the correct thing for some time to come.

There are a few general rules and principles governing type display that must always be adhered to, no matter what the "style" may be. The author has endeavored to set these forth in a clear, brief and simple manner. Compositors are urged to study, to plan, to originate and to be able to give a good, common-sense reason for every display line they set in type. The examples shown in this brochure offer most excellent opportunities for study. They should prove helpful to those who desire to help themselves, and to aid in raising the standard of their chosen art.

Copy Analysis

THOROUGH knowledge of the copy is half the battle in any job of composition. A great many printers are in such a hurry to get at the type-work that they overlook this most important part of the work. This art has been very aptly termed "mixing brains with type." It is an erroneous idea that it requires too much time to analyze the copy from which a job is to be set. In reality, time is saved by an intelligent understanding of the copy. All customers are not competent to rightly underscore the wording of their copy in such a manner that the best results will be obtained by implicitly following the underscoring. Intelligent customers will not object to slight deviations from their written copy. If possible, we would advise our readers to get a general knowledge of the business of their patrons. It will be time well spent, and it only requires a little observation and thought to accomplish the result. The author of this booklet has made this a practice for years and knows from experience that it pays. An intelligent handling of a customer's work means his continued patronage; it means a better price for your work; it means more business; it means your customers will be speaking advertisements for your business, because they will not hesitate to recommend their friends and business acquaintances to patronize "their printer."

After thoroughly understanding the copy, then plan your display. Do not be afraid to make rough sketches. Block out your work. Plan it well. Make provision for plenty of white space. See that the type employed in conjunction is harmonious and that too many type faces do not enter into your compositions. Keep in mind the purpose for which the job is intended. Arrange the display in such a manner that even a casual glance will leave an impression on the mind calculated to accomplish the results for which the job was intended. Results are what advertisers want. If your printing does not accomplish this, then you can not hope to retain the patronage of your customer.

Office Stationery

In this class may properly be enumerated all requisite stationery supplies. The same general rules that apply in one case are applicable to nearly everything that comes under this heading.

ENVELOPE CORNERS.

In envelope corners, the firm name and address should always be accorded the most prominence. The address line is of almost equal importance with the firm name. It makes no difference how much matter there is to go on the envelope, the firm name and address should always be prominently displayed. It is doubtful whether the envelope is a good advertising medium, although a great many firms believe that it is, judging by the vast amount of reading matter placed upon their envelopes. We say "doubtful" advisedly, because the recipients of letters are, as a rule, the only persons interested in the line of goods advertised. In the hurry of mail opening, business men are usually too busy to pay any attention to advertisements printed on an envelope. Nowadays—especially in large concerns—some clerk is usually assigned this work, and the persons intended to be reached by this class of advertising seldom, if ever, see it. But when a profusion of matter is to go on an envelope, never lose sight of the firm name and address. Make everything else less prominent. This is not to be construed into meaning that such matter should be placed in an unattractive and inharmonious manner. Handle matters of this kind intelligently and in such a manner that a harmonious and tasteful job will be the result.

STATIONERY HEADINGS.

This branch of job composition offers excellent opportunities for the display of tact, art, skill and good judgment on the part of the compositor. Neatness, simplicity and dignified display are always commendable. The firm name is the most important thing, with the business engaged in a close second. Everything else, with the exception of the date line, is of minor importance. These three items should never be sacrificed in order to employ meaningless and useless ornamentation. Group everything else around the

firm name and business in such a manner that a well-balanced and harmonious heading will be the result. Pay particular attention to good spacing, judicious whiting out and a good balance. See that the type employed in conjunction is harmonious and avoid a profusion of type faces, as they invariably produce an inharmonious heading. Do not employ such large type that it will eat up all the available white space. White space is of too much value to be taken up in this manner or by the employment of meaningless ornaments. Styles in printing change, as in other things. But these simple rules should always be kept in mind and followed.

Stationery headings may be very properly divided into classes. There is the professional heading for doctors, lawyers and other professional men; the commercial heading for merchants, manufacturers and others; headings for both public and private institutions, schools, societies, etc. Each class should be accorded different treatment. Commercial headings allow more latitude as to treatment than any other class, and the compositor can, with perfect propriety, take liberties, which, in the professional heading, would be entirely out of place. Professional headings should be the embodiment of dignified simplicity. They should be devoid of ornamentation, be absolutely plain, and classic as well. More latitude is allowable in headings for public and private institutions, societies, schools, etc., but care and good judgment should be employed in their construction, in order to avoid elaboration and injudicious ornamentation.

BLANK FORMS.

Conventionality in style should be adhered to in the general-purpose blank form. These forms, while they do not afford the opportunity for display that is offered by other classes of job composition, very often puzzle the compositor. Great care should be exercised in blank-work, especially where there might be a controversy in law as to the proper legal construction which might be placed on them, to arrange the wording in such a manner that no other than the intended construction can be placed upon them. Plainness and neatness should be the rule in this class of work. On blank-work for firms, corporations, etc., there is an opportunity for neat, quiet and artistic display. Sometimes the panel scheme can be taken advantage of by placing something therein relating to the business of the firm. This gives these forms an individuality that is quite desirable, providing the blanks are to be used as a part of the regular office stationery. Color schemes and tint-blocks may be employed with perfect propricty and to good advantage.

Business Cards

THE firm name, in business-card composition, is the most important item. It should be prominently and forcefully displayed, but over-large type should never be employed. The business engaged in is next in importance, but it should not be accorded as much force as the firm name. Next to this comes the address line, but it should not have nearly so much prominence.

Many times some special line of goods is to have forceful display. But this should not be construed into meaning large type. Such items can be made to appear forceful by a judicious placement and a proper amount of white space. It is generally a good plan to isolate these items from the main display, with plenty of white space adjacent thereto. In this manner they will appeal to the eye of the persons intended to be interested. Never hide them by obscure placement.

Good balance and judicious whiting out should always be kept in mind. A card may be ever so well displayed, and yet be practically ruined by careless whiting out and a poor balance.

Dignified simplicity is very desirable in business cards. No honest criticism can be made on work that possesses this merit.

Where there is a profusion of matter to contend with, small light-face type should be employed for the unimportant wording. In conjunction with this, employ a reasonably heavy-face type for the main display. The light-face type will appeal to the eye as white space and nearly always prove of almost equal value.

Cover and Title Pages

NO branch of composition offers more or better opportunities for art than cover and title pages. The work is fascinating and the style can be ever varied to suit the taste of the customer or compositor. The opportunities for study are unlimited. Cover composition, especially, affords an unbounded field for art. Not only is this true of the type-work, but of the presswork as well. The author of this brochure recalls no time in his experience when such latitude was allowable, neither does he recollect a time when papermakers placed such gems of their art at his disposal for this purpose. Almost every day new and attractive cover-papers are offered the trade. The typefounders are constantly contributing new, stylish and sensible types, ornaments, etc., by the use of which artistically inclined printers can rival the work of the pen-and-ink artist. To such an extent has this branch of composition grown that it is almost a separate and distinct branch of type-work.

To thoroughly harmonize type, ink and cover-stock requires a great deal of thought and considerable experience. Yet these are things that should be thoroughly understood by every up-to-date compositor. He should make a study of inks, and especially of color harmony. The best specimens of cover composition to-day are the essence of simplicity in composition and the embodiment of harmony as regards type, stock and ink. The prevailing style, numerous examples of which appear in this brochure, is constantly gaining favor among the best classes of advertisers, and bids fair to remain in vogue for a long time to come.

The character of a book should always be the compositor's guide as to the treatment accorded the cover and title page. The subject of a book always determines the important display. Never make too many display lines, and be careful of the ornamentation. See that it harmonizes with the type employed as well as the stock, and if possible have the ornamentation indicative to the theme. Never have it antagonistic. Pay strict attention to good spacing, proper balance and judicious whiting out. Above all things, give more than a careless, passing thought to your work. Study is THE thing that most printers need. Learn to analyze, as spoken of in the chapter on "Copy Analysis."

Society Printing

UNDER this heading may very properly be enumerated invitations, announcements, menus, etc. This class of work is usually very conventional as to style and treatment. While some specimens of this work are very elaborate as to stock and embellishment, yet the composition is invariably classic. The opportunities for display work on this class of printing are quite limited. The type that should be employed is, in a great measure, governed by the stock on which the job is to be printed. If plated paper is to be used, the safe rule is to employ light-face type in conjunction, using larger sizes of one series for the important sentences or lines. Where the stock is the rough-finished antique, the type may properly be a heavy face like Blanchard. Colors may be employed sparingly to good advantage.

In menu composition, the wine list, cigars, etc., should invariably be printed in contrast to the remainder of the menu. If the job is a one-color scheme, set these items in an italic or some contrasting, but harmonious, type. Should it be a two-color scheme, then the color of ink can make the contrast. But it is not in bad taste to employ both type and ink for the purpose.

There is no class of printing that requires a more delicate, polite handling than society work. Good balance and judicious whiting out are of the utmost importance. Never employ to exceed two faces of type in work of this character, and be certain to have them harmonious.

The specimens of work of this class appearing on the following pages are excellent examples of correct treatment and afford opportunities for study and analysis.

Examples of Letter-Heads

Reish & Silber Tailoring Co
94 Allen Street : : Peyton-Boswell Building : : Twelfth Landing
N. G. Reish, President and Treasurer Telephone 1234 Tenement D. H. Silber, Secretary
New York City

Letter-head Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis. Heavy rule border printed in bright red, balance in black.

Letter-Head Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis. Underscoring rules in bright red, balance in black.

The Broadway Theater Stock Co.

FARCES AND VAUDEVILLE

400 NIGHTS IN NEW YORK

Summer Season...Elitch's Gardens...Denver, Colorado

Letter-head Specimen by Henry A. Anger, Denver, Col.

The LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

PUBLISHED Monthly
$2.00 per year.
Sample copy, 20 cents.
Foreign Postage
$1.20 per year extra.

Advertising rates sent on application.

H. O. Shepard — President
A. H. McQuilkin — Editor
C. F. Whitmarsh — Secretary
A. W. Rathbun — Treasurer
J. G. Simpson — Adv. Mgr.
R. B. Simpson — Eastern Agt.

NEW YORK OFFICE
701 Morton Building, 116 Nassau Street

212-214 Monroe Street

CHICAGO

Letter-head Specimen by W. H. Shaffer, Chicago, Ill. Top line and words "The Inland Printer" in red, balance in black.

PRES' J. J. SULLIVAN, CASHIER CENTRAL NATIONAL BANK, CLEVELAND. VICE-PRES' J. C. REBER, CASHIER WINTERS' NATIONAL BANK, DAYTON
CHAIRMAN EXECUTIVE COUNCIL, F. R. SHARP, CASHIER STATE SAVINGS BANK AND TRUST C°, COLUMBUS.

OHIO BANKERS' ASSOCIATION

Office of Secretary

TREA' H. C. HERBIG, CASHIER COMMERCIAL BANKING C°, COSHOCTON. SEC'Y, S. B. RANKIN, CASHIER BANK OF SOUTH CHARLESTON, SOUTH CHARLESTON.

South Charleston, Ohio,

Letter-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio. Printed on blue bond paper. Rules in light blue tint, balance in concentrated blue.

Max Fruhauf & Co.

HELMET PURE RYE

Distillers

WHOLESALE LIQUORS

212 EAST SECOND STREET, CINCINNATI, OHIO.

Letter-head Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio. Trade-mark in red, balance in dark blue. Wording and trade-mark embossed.

C. H. KIMBALL, PRESIDENT. J. D. CHAPPELL, SECRETARY AND TREASURER.

The Kimball and Chappell Co
Chicago

Makers of
Brass Beds *and*
Enameled Iron Beds

PHONE
CANAL 487

2834
LOOMIS
STREET

Letter-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio. Words "Brass Beds" and "Iron Beds" in red, balance in black.

COR. CAPITAL AVE. AND 15TH ST.
OPPOSITE MAIN ENTRANCE U. P. DEPOT
TELEPHONE 34

The **Depot Exchange Cafe**

Restaurant and Lunch Counter

L. KABIS. PROPRIETOR

DELICACIES
OF ALL KINDS

CHEYENNE, WYO.,_____190____

Note-head Specimen by Henry A. Anger, Denver, Col.

Dr Louis E. Niles, President. Theo. Troupe, Vice President, Chas Stout, Treasurer. E. W. Thompson, Gen. Mgr. of Mines. Rodney W. Moffett, Secretary.

Capital Stock $200,000.

Non-Assessable.

The Champion City Mining Co.

ORGANIZED UNDER THE LAWS OF COLORADO.

Principal Office, 63 Arcade, Springfield, Ohio.

Directors.

Dr Louis E. Niles.
Theo. Troupe,
Chas. Stout,
E. W. Thompson,
Rodney W. Moffett,
Wm. S. Thompson,
Chas. H. Pierce,
Amaziah Winger,
Judge J. C. Miller,
B. F. Johnson,
Jas. E. Adams,
H. W. Burleigh.

MINES AND BRANCH OFFICE AT SUNSET, COLORADO.

Sunset, Colorado, _____

Letter-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.

Established 1864. "THE BRICKS THAT NEVER DISAPPOINT." Capital Stock $100,000.

THE SCIOTO FIRE BRICK COMPANY.

MANUFACTURERS OF ALL SIZES AND SHAPES OF

FIRE AND PAVING BRICK

FROM THE VERY CHOICEST OF SCIOTO CLAY.

John Peebles, President.
C. W. Turner, Supt.
Samuel Reed, Secretary.

ALL QUOTATIONS OR AGREEMENTS FOR DELIVERY ARE CONTINGENT UPON STRIKES, FIRES OR ACCIDENTS BEYOND OUR CONTROL.

SCIOTOVILLE, OHIO.

Letter-head Specimen by The Keystone Press, Portsmouth, Ohio.

OFFICE OF_____

The Stein-Vogeler Drug Co.

WHOLESALE DRUGGISTS

217, 219, and 221 East Sixth St.

Cincinnati, Ohio,

DRUGGISTS' SUNDRIES
..SPONGES AND CHAMOIS..
..WINES AND LIQUORS..
CIGARS

DICTATED BY

Letter-head Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

PATENTS.
TRADE-MARKS.
PATENT LITIGATION.

BRANCH OFFICE.
WASHINGTON, D. C.

R. J. McCARTY,

COUNSELOR AT LAW,

ROOMS 45 AND 46 CALLAHAN BANK BUILDING.

TELEPHONE. 1156

DAYTON, OHIO,_____190___

Letter-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio. The firm name in this example is smaller than it should be, but it was so ordered by the customer.

SCIPIO E. BAKER, PRES'T.
D^R ELIAB MYERS, V. PRES'T.
EDGAR N. LUPFER, SEC'Y.
J. ELWOOD MYERS, TREAS.

The Champion College of Embalming

ESTABLISHED 1896

ELIAB MYERS, M. D.
LECTURER AND
DEMONSTRATOR

HEADQUARTERS AND GENERAL OFFICES,
SPRINGFIELD, OHIO, U. S. A.

Letter-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.

SPRINGFIELD LEATHER FURNITURE CO.

LEATHER COUCHES, CHAIRS AND DAVENPORTS

SPRINGFIELD, OHIO,

Letter-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.

The O. S. Kelly Mfg. Co.

PORTABLE AND TRACTION ENGINES

THRESHING MACHINERY

GRINDING MILLS

BOARD OF DIRECTORS

O. S. KELLY, Pres.

A. E. SWISHER, V. Pres.

J. B. CARTMELL, Sec'y.

W. M. WISE, Treas. and Gen. Mgr.

J. H. MAGGARD, Supt.

W. MUSSER.

S. COLDREN.

Iowa City, Iowa,

Letter-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio. Printed on goldenrod stock. Rules in red, balance black.

CABLE ADDRESS: "POWER-SPRINGFIELD". W. U. T. CODE USED.

For Gasoline, Natural and Illuminating Gas.

The Springfield Gas Engine Co.

MANUFACTURERS OF

Gas and Gasoline Engines

Safety
Economy
Reliability

ADDRESS ALL LETTERS TO THE COMPANY.

SPRINGFIELD, OHIO.

Letter-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.

REPRESENTING

JACQUES KAHN,

IMPORTER AND MANUFACTURER OF

FRENCH MIRROR PLATES,

NEW YORK.

TELEPHONE 2668.

William Gutkardt

426 Pike Building,

Cincinnati.

Letter-head Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

A. E. BENSON, President
J. D. HAWES, Vice-President

Telephones: Bell 283 M
Kinloch A 1546

Incorporated 1827

The Princeton Morning Call

WORKRIGHT, DAVIS & CO., Publishers

No. 728 Woolwich Avenue

Bombay, India,_____1900.

Letter-head Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis.

American Book Company

Cincinnati

New York Chicago

317 Walnut Street

Cincinnati,

Letter-head Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

Examples of Envelope Corner Cards

Dartmouth Basket Ball Team
HANOVER, NEW HAMPSHIRE

Envelope Corner by Will Crombie, Brattleboro, Vt.

POSTMASTER, PLEASE RETURN AFTER TEN DAYS.

The Champion College of Embalming SPRINGFIELD, OHIO, U.S.A.

Envelope Corner by Ed S. Ralph.
This example is to match letter-head specimen on a preceding page.

THE INLAND PRINTER

212-214 MONROE ST.
CHICAGO,
U. S. A

Envelope corner by
The H. O. Shepard Co. Chicago, Ill.

Proof

READ CAREFULLY
O.K. AND RETURN
TO A. L. SWIFT &
CO: ONE EICHTY
MONROE STREET

Envelope Corner by E. M. Colvin, Chicago.
Rules in red, balance black.

VERMONT STATE PHARMACEUTICAL ASSOCIATION

Annual Meeting
at
ST. ALBANS
October 11 and 12

W. F. ROOT, Secretary
Brattleboro

A. L. DUTCHER
Local Secretary, St. Albans

Envelope Corner by
Will Crombie, Brattleboro, Vt.

The
CALIFORNIA OLIVE FARM
F. V. PETTIGROVE
SWINTON
El Paso Co
California, U.S.A.

Envelope Corner by Meyer-Rotier Printing Co., Milwaukee, Wis.
To match letter-head specimen shown on a previous page.
Color scheme to match.

Reish & Silber Tailoring Co
Peyton-Boswell Building : : : : New York City

Envelope Corner by Meyer-Rotier Printing Co., Milwaukee, Wis.
To match letter-head specimen shown on a previous page.
Color scheme to match.

The Chicago Latin School
561-563 East Division St.
Chicago, Illinois.

Envelope Corner by The H. O. Shepard Co.,
Chicago, Ill.

Geo. W. Hengst,
Attorney at Law,
609-610 Johnston Building,
Cincinnati, O.

Embossed Envelope Corner by The Ebbert & Richardson Co.,
Cincinnati, Ohio.

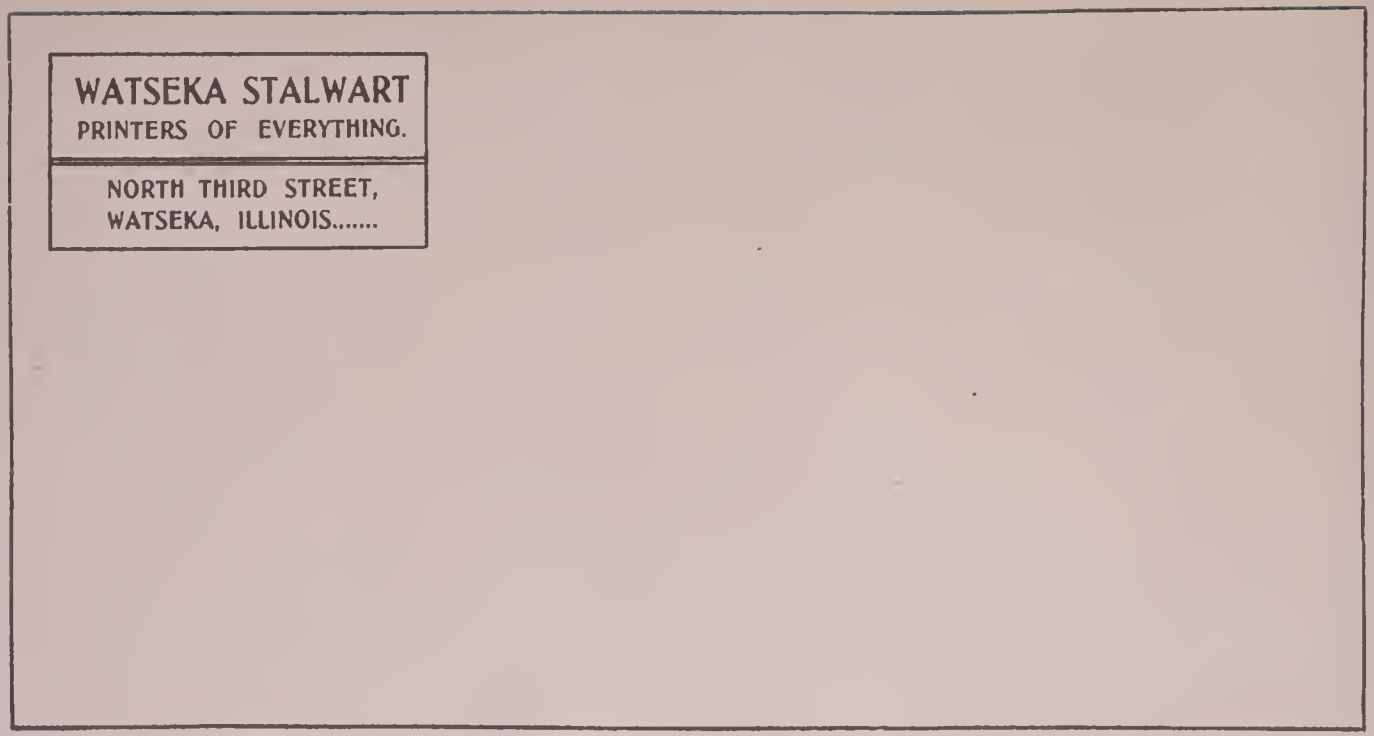
W. K. PARTRIDGE
Florist
SUCCESSOR TO F. PENTLAND
LOCKLAND....OHIO

Envelope Corner by The Ebbert & Richardson Co.,
Cincinnati, Ohio.

LAUNDRY
HINTS

H. Kohnstamm & Co.
112 Franklin St.
Chicago Ill.

Envelope Corner by The H. O. Shepard Co.,
Chicago, Ill.



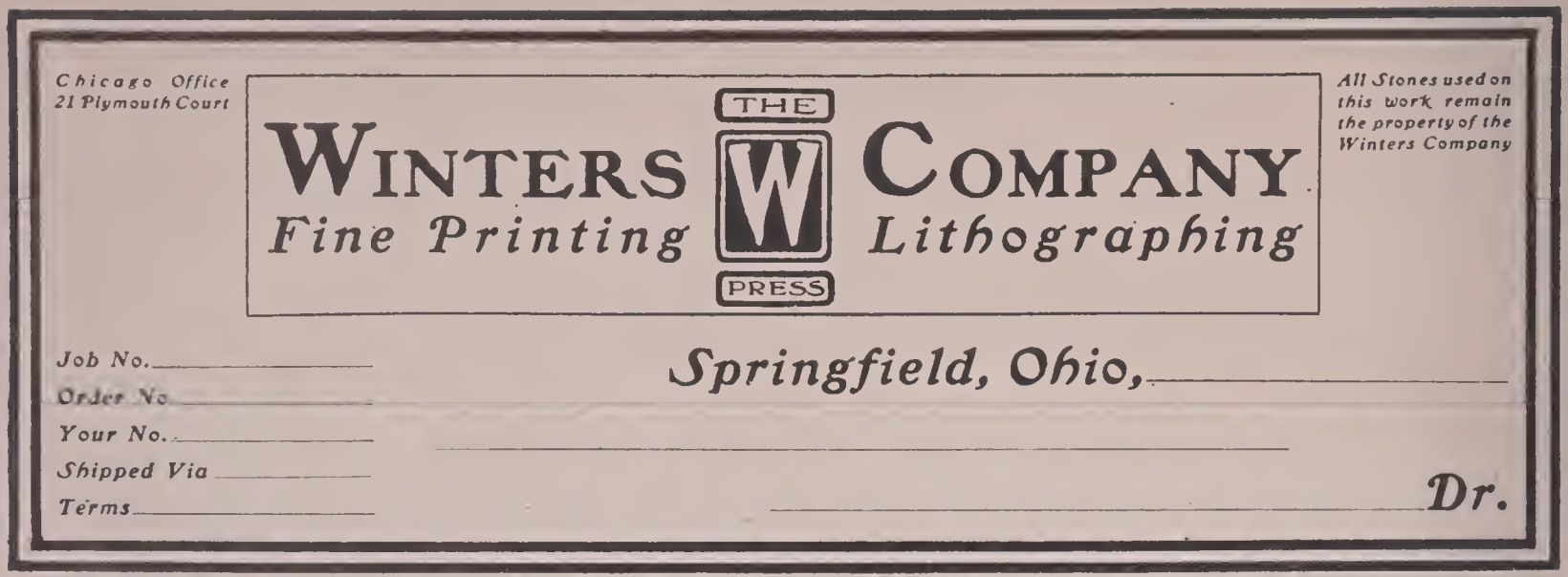
Envelope Corner by Bruce A. Fields, Watseka, Ill. Rules printed in red. Balance black.

Envelope Corner by Ed S. Ralph, Winters Press, Springfield, Ohio.
To match letter-head specimen shown on a previous page.

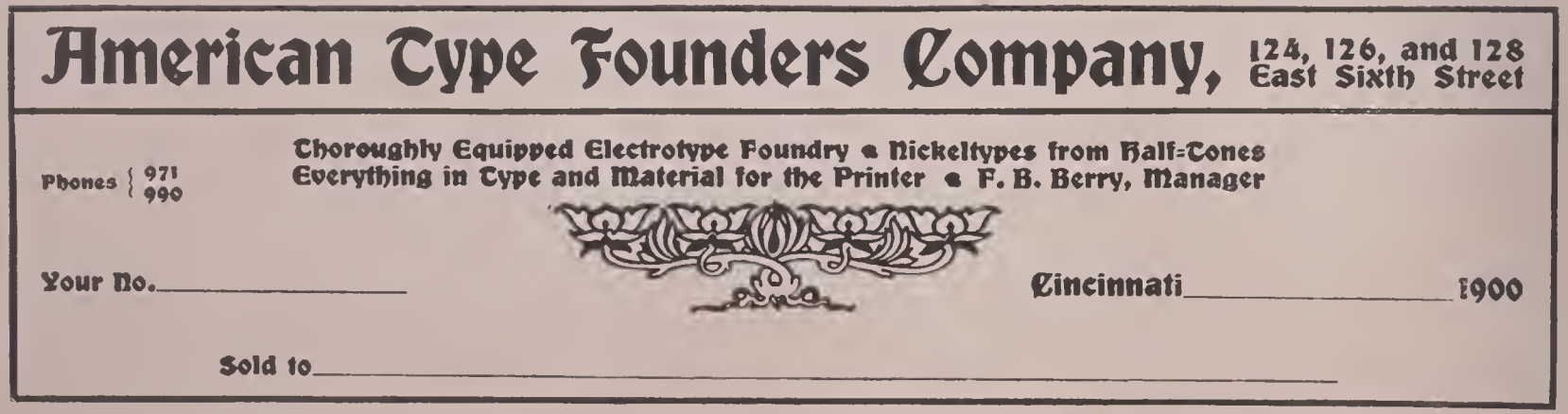
Envelope Corner by Bert Reed, Evanston, Ill.

Envelope Corner by Henry A. Anger, Denver, Colo.

Examples of Bill-Heads and Statements



Bill-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio. Rules, caps "W" and "C," also background of trade-mark, in bright red, balance black. "W" in trade-mark embossed. Printed on goldenrod bond.


American Type Founders Company, 124, 126, and 128 East Sixth Street
Phones 971 990
Thoroughly Equipped Electrotype Foundry • Nickeltypes from Half-Tones
Everything in Type and Material for the Printer • F. B. Berry, Manager
Your No.
Cincinnati 1900
Sold to

Bill-head Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio. Rules and ornament in vermilion, balance in dark blue.

MANUFACTURERS OF

HOPPES

LIVE STEAM
FEED-WATER

PURIFIER

AND

EXHAUST STEAM
FEED-WATER

HEATER

Springfield, Ohio, _____ *19*__

BOUGHT OF

HOPPES MFG. CO.

Office and Works: BELMONT AVENUE AND BIG FOUR R. R.

Terms

Bill-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.

SPRINGFIELD, OHIO, _____ 190

M _____

Bought of **GOODE & HAYWARD,**

DEALERS IN

LUMBER, LATH, *and* SHINGLES.

132-138 SOUTH LIMESTONE STREET. PHONE 46.

OPPOSITE LITTLE MIAMI FREIGHT DEPOT.

Bill-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.

IF OUR WORK PLEASES YOU, TELL OTHERS; IF NOT, TELL US.

The printing we produce has won the admiration of everyone — even of competitors in the printing business everywhere. We do not want your words of praise so much as we do your business — the praise will follow — likewise your future orders. It is in the doing of it we excel and not in the talking about it.

OUR HOBBY IS ARTISTIC PRINTING

OMAHA DAILY HOTEL REPORTER

IRVIN A. MEDLAR & CO., PUBLISHERS, (Incorporated)

1615 FARNAM STREET
(OPP. N. Y. LIFE BUILDING)

_____ 190__

Sold to _____

TELEPHONE NUMBER
...1262...

_____

Bill-head Specimen of Omaha "Daily Hotel Reporter." Compositor's name not known. Printed in red and black on primrose stock.

WATSEKA, ILLINOIS, _____ 1900

MR. _____

WE Print anything you want and always in the latest style.

IN ACCOUNT .....WITH THE WATSEKA STALWART,
PRINTERS OF EVERYTHING.

IT Is no doubt we do the best printing to be had in the county.

Bill-head Specimen by Bruce A. Fields, Watseka, Ill. Rules in red, balance black.

Branch Office, Chicago.

The Winters Company

Fine Printing and Lithographing

Springfield, O., _____ *189*

_____

_____ *Dr.*

ALL STONES USED ON THIS WORK REMAIN THE PROPERTY OF THIS COMPANY.

Terms _____ *Invoice No.* _____ *Order No.* _____

Bill-head Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.

THE KEYSTONE PRESS
WILLIAM ESKEW
PROPRIETOR

PRINTING
EMBOSSING
AND RUBBER
STAMPS
FINE OFFICE STA
TIONERY AND CAT
ALOG WORK OUR
GREAT SPECIALTY

ALL OUR TYPE FACES ARE NEW MODERN AND STRICTLY UP-TO-DATE
FAST PRESSES

NUMBER TWO FOURTEEN CHILLICOTHE STREET
PORTSMOUTH OHIO

SOLD TO .....

ORDER NO .....

Bill-head Specimen by Keystone Press, Portsmouth, Ohio.

ALL BILLS DUE ON FIRST OF MONTH
TELEPHONE 82

TALLADEGA, ALA._____190__

M_____

BOUGHT OF

WRIGHT-COWEN DRUG COMPANY

L. J. WRIGHT
J. W. COWEN

.....DEALERS IN DRUGS, TOILET ARTICLES AND PERFUMES.....

Bill-head Specimen by Lennis Brannon, Talladega, Ala.

To The Henry O. Shepard Co. Dr.

212-214 Monroe Street, Chicago.

PUBLISHERS,
PRINTERS,
EMBOSSERS AND
BLANK BOOK MAKERS.

TERMS, NET CASH

TELEPHONE, MAIN 555.

Bill-head Specimen by The H. O. Shepard Co., Chicago, Ill.

John C. Dawson
Robert Kenton

STATEMENT

Folio.....

Carondelet, Mo., ... 1900

In Account with

Dawson & Kenton

Packers

Main Offices
Virginia and Itaska Streets

Slaughter House
South of Jefferson Barracks

Statement Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis. Word "Packers" in red, balance black.

STATEMENT

DATE .....

..... DR. TO

THE KEYSTONE PRESS
WILLIAM ESKEW PROPRIETOR

HIGH GRADE JOB PRINTING AND
SUPERIOR RUBBER STAMPS

214 CHILLICOTHE STREET PORTSMOUTH OHIO

Statement Specimen by Keystone Press, Portsmouth, Ohio.

The Keystone Press, Highest Grade Job Printing, Embossing and Superior Rubber Stamps Office Stationery and Catalogue Work a Specialty 214 Chillicothe Street, **Portsmouth, Ohio**

Date_____ Sold to_____

Order No._____

Bill-head Specimen by Keystone Press, Portsmouth, Ohio. Printed on goldenrod bond. Outside rules and words "The Keystone Press" and "Portsmouth, Ohio," in red, balance black.

J. H. STEARNS, PROPRIETOR. F. B. ALVORD, MANAGER.

PINE GROVE SPRINGS,

LAKE SPOFFORD.

*P. O. Spofford, N. H.,*_____*1899.*

In account with _____

Statement Specimen by Will Crombie, Brattleboro, Vt.

Examples of Receipts or Blank Forms

Portsmouth, Ohio, _____

Received of _____

_____ **Dollars**

_____

The Keystone Press

$_____ Per _____

Receipt Blank Specimen by Keystone Press, Portsmouth, Ohio.

CINCINNATI, MAY 1, 1899.

_____ 189__

_____

_____

_____

_____

_____

RECEIVED PAYMENT, _____ 189__

$_____

M _____

DR. TO THE CINCINNATI ART CLUB.

MEMBERSHIP DUES TO NOVEMBER 1, 1899, ... $3.00

RECEIVED PAYMENT,

REMIT TO TREASURER
THE CINCINNATI ART CLUB,
126 EAST FOURTH STREET.

_____
TREASURER

Receipt Blank Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

Application for Active Membership in The Master Car Builders' Association.

(See Extracts from Constitution, on back.)

Date, ... *19*

The undersigned wishes to become an Active Member of THE MASTER CAR BUILDERS' ASSOCIATION, and hereby agrees to conform to the requirements of membership, and authorizes the Secretary to sign the Constitution for him.

(Signature of Applicant) .....

(Occupation of Applicant) ..... *(P. O. Address)* .....

(Name of Company employed by) .....

Application Blank Specimen by The Henry O. Shepard Co., Chicago, Ill.

Woman's Art Club,
Cincinnati.

Woman's Art Club

Cincinnati, Ohio, _____

Received of _____

Initiation Fee, ... $_____

Annual Dues, _____ _____

Fines, etc, ... _____ $_____

_____

TREASURER

Receipt Blank Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

$ ..... Detroit, Mich., ... 1900

BUREAU COUNTY BANK

Pay to ....

..... DOLLARS

In payment for services.

DETROIT SHOE COMPANY

No. .....

Per..... .....

Receipt Blank Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis.

Office:
420 West Seventh Street.
TELEPHONE 7769.

Cincinnati, _____

M _____

Dr. to James M. French, M. D.

For Professional Services, _____ *$* _____

Received Payment,

_____

Receipt Blank Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

Examples of Covers, Title Pages, Cards, Menus, and other work

OUTLINE HISTORY *of the* LIFE OF CHRIST *for* BOYS' BI BLE CLASSES

By W. H. DAVIS

Secretary Bedford Branch Brooklyn Young Men's Christian Association

with the advice of JOHN ANGUS MACVANNEL, PH. D., Columbia University and Pratt Institute

NEW YORK *The* International Committee of Young Men's Christian Associations

CARPENTER ORGANS

E. P. CARPENTER COMPANY
BRATTLEBORO, VT., U. S. A.

Title-page Specimens by Will Crombie, Brattleboro, Vt.

FLORENCE

COLORADO

The Oil City of the Centennial State

A Booklet of Facts compiled by Hunter Woodson

Published by THE CARSON-HARPER CO., of Denver, in conjunction with The Florence *Citizen*, C. H. Bissell, editor. Printed by THE CARSON-HARPER CO. at the Golden Griffin Print Shop in Denver.

Title-page Specimen by Henry A. Anger, Denver, Colo.

SUNDAY-SCHOOL

FIRST PRESBYTERIAN CHURCH

WALNUT HILLS

Children's Day

Sunday, June 10
1900

REV. WILLIAM McKIBBIN, D. D., Pastor.
G. C. MILLER, Superintendent

Cover-page Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

Hollister Brothers

148 Monroe Street

Print the programs for the leading musical events

We do other classes of printing equally well

Advertisement Specimen by E. M. Colvin, Chicago, Ill. Initial "H" and lines above and below ornament in red, balance dark green.

HOLLISTER
BROTHERS

Printing for all purposes where good work is required

148 MONROE ST.
TELEPHONE CENTRAL THIRTEEN

Advertisement Specimen by E. M. Colvin, Chicago, Ill.
Ornaments in panel, also rules, in red, balance dark green.

The Thursday Evening Club

NEW YORK

219 Madison Avenue
December 15th, 1898

Cover-page Specimen by the Lotus Press, New York.
Ornaments and caps in red, balance black.

The LINK-BELT MACHINERY COMPANY'S MODERN METHODS

COALING LOCOMOTIVES HANDLING CINDERS

Compliments to Convention of the Association of Railway Superintendents of Bridging and Buildings, held at Minneapolis, October 21 to 23, 1902

Cover-page Specimen by The H. O. Shepard Co., Chicago, Ill.

THE LOOSE-LEAF BOOK SYSTEM

ITS SIMPLICITY
ITS UTILITY
ITS PRACTICABILITY
ITS ADVANTAGES

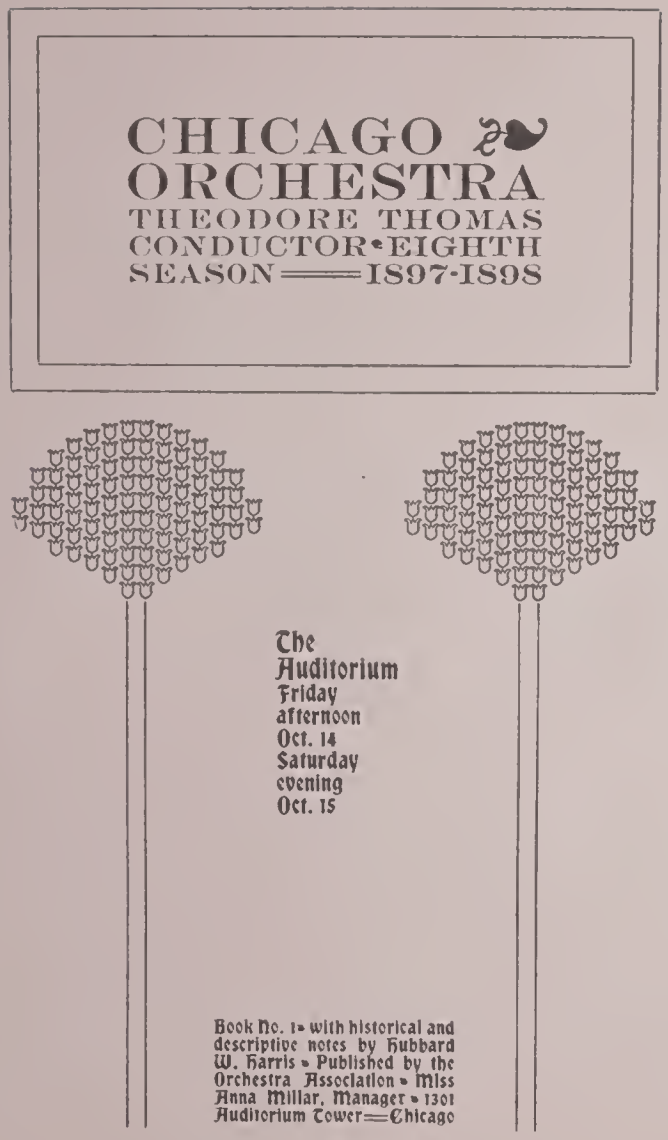
SHEPARD LOOSE-LEAF BOOK CO.

(FAIFER PATENTS)

212-214 Monroe Street.

CHICAGO, ILL.,
U. S. A.

Title-page Specimen by The H. O. Shepard Co., Chicago, Ill.



Cover-page Specimen by E. M. Colvin, Chicago, Ill.

Title-page Specimen by Ed S. Ralph. Inside panel rules and wreath in red, balance black.

REPORT

OF THE

FIFTH AUXILIARY COT EQUIPMENT

MAY TO DECEMBER

1898

NATIONAL RED CROSS
RELIEF COMMITTEE

Cover-page Specimen by the Lotus Press, New York.
Cross in red, balance black.

SOUTHERN STUDENT CONFERENCE

At The Bingham School
Asheville, N. C.
June 16 to 25
1899

Instructions to Delegates

Cover-page Specimen by Will Crombie, Brattleboro, Vt.

The Paddington Coal Company

Berkly Station

ENGLISH AGENTS FOR

Scranton Coal

The Standard White Valley Anthracite

NOW MINED BY THE PAISLY, LEWISHAM & SOUTHWESTERN RAILWAY COMPANY

Kensington Standard Lump
Edbrook Medium Size Egg

Cover-page Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis.
"Scranton Coal" and ornaments in red, balance black.

CORRECT ATTIRE

Kahn Tailoring Company
INDIANAPOLIS, IND

Cover-page Specimen.
Designed by Charles Austin Bates, New York.
Rules in red, balance dark green.

Union M. E.
Church
Covington

Programme of
Entertainment
tendered by
the Choir of
the Church

Fifth and Greenup Sts.
Tuesday Eve., March 6,
Eight o'Clock.

Cover-page Specimen by
The Ebbert & Richardson Co., Cincinnati, Ohio.

Profitable Printing

Some facts which may be used to successfully increase your business, prefaced by an announcement, for which your consideration is asked

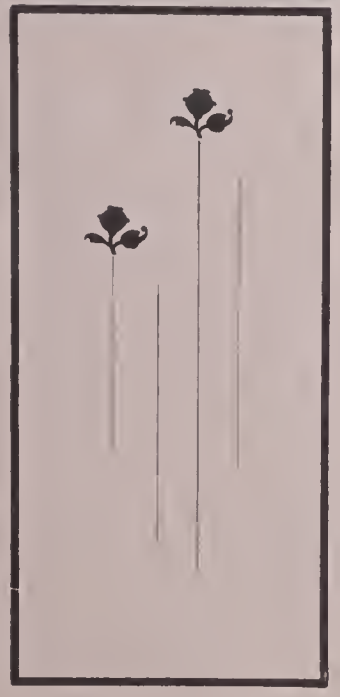
The White-Evans-Penfold Company

PRINTING AND ENGRAVING
AND THE KINDRED BRANCHES

302 Main Street, Buffalo, New York

Cover-page Specimen by the White-Evans-Penfold Co.,
Buffalo, N. Y.

The *Average Man*



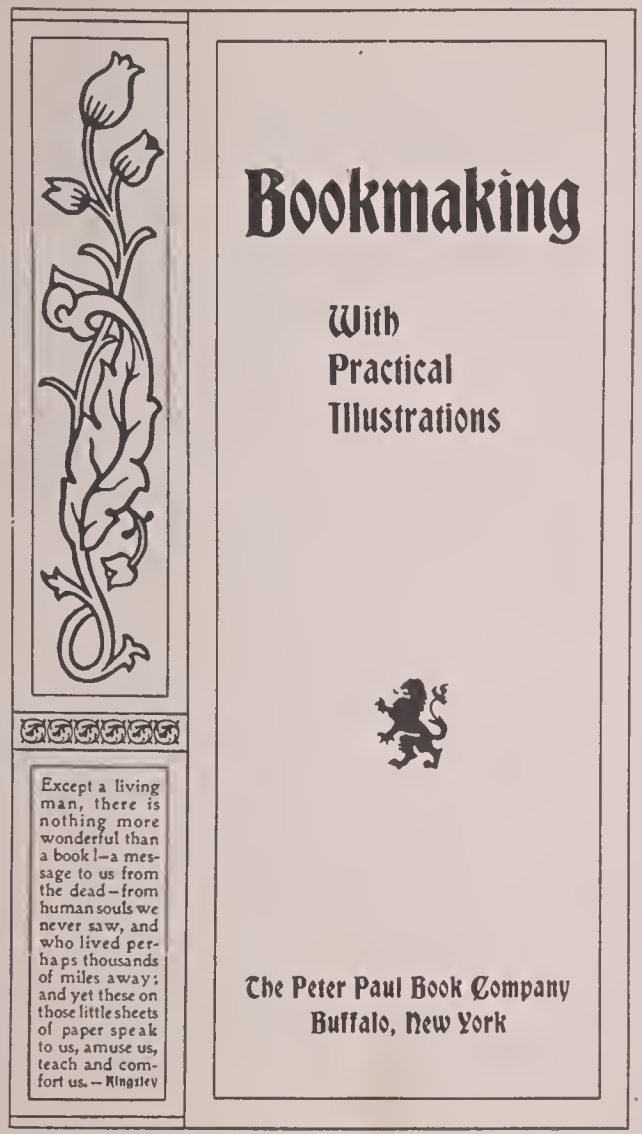
Cover-page Specimen by Henry A. Anger, Denver, Colo.

VESPER SERVICE

Centre
Congregational
Church

Brattleboro, Vermont

Cover-page Specimen by Will Crombie, Brattleboro, Vt.

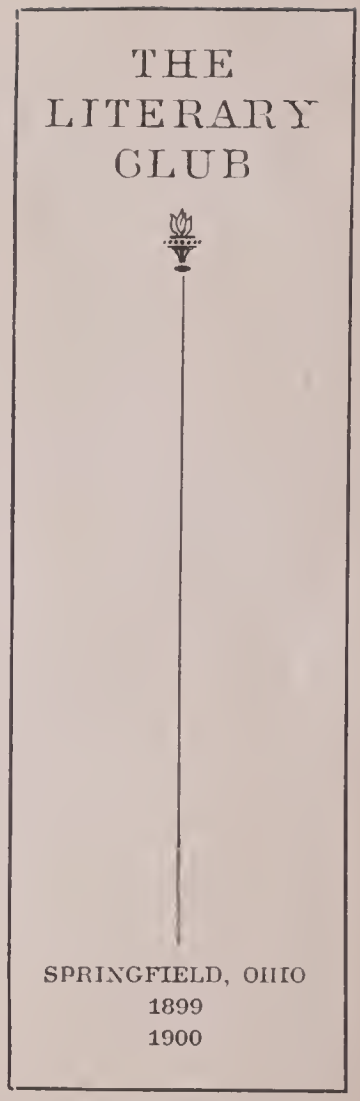

Bookmaking
With
Practical
Illustrations
Except a living man, there is nothing more wonderful than a book!—a message to us from the dead—from human souls we never saw, and who lived perhaps thousands of miles away; and yet these on those little sheets of paper speak to us, amuse us, teach and comfort us.—Kingsley
The Peter Paul Book Company
Buffalo, New York

Title-page Specimen by the Peter Paul Book Co., Buffalo, N. Y.

BOOKMAKING in its finer forms is receiving more than ordinary attention from the literary world of recent years. It is an extraordinary fact that in the infancy of printing bookmaking attained—in some respects, at least—a perfection in execution which has never been surpassed, and scarcely equaled, in modern times. In fact, some of the work of this century shows a decided deterioration from the standard of excellence of the work of the early fathers of the "art preservative." The magnificence of their specially engraved initials, the glossy color and depth of their inks (particularly the black and the red), the richness of the handmade paper, the gorgeous binding, and the superb finish of the whole make the fortunate possessor of one of these rare old volumes feel that he is indeed the possessor of a princely heritage, which he prizes accordingly. It is a matter for reflection that the modern bookmaker, in possession of all the latest and most improved machinery, with the help of the most modern materials and methods of type-casting, and with every facility for making paper, which the early printers never dreamed of having at their command, have not advanced more than they have. To be sure, there have always been some notable exceptions who have dignified their calling, but the general condition is as we have stated. Those who have risen above the average have only succeeded in imitating the early efforts of our old-time predecessors. The late William Morris and his famous Kelmscott Press, with their immense resources, succeeded, at great expense and greater trouble, in turning out volumes from specially cut type which were directly copied—in their best points, at least—from the old volumes of the fifteenth and sixteenth centuries. One of the great illustrators of the day announces in a recent advertisement that he has made a special study of the work of the ancient bookmakers, and guarantees a faithful portrayal of the same in his illustrations; and so it goes. Truly the world and everything in it moves in a cycle.

There were many reasons for the deterioration in the art of making books, chief among which was competition—the desire to sell books at a lower price than somebody else—a very laudable aim, but not if attained at the expense of quality, which is almost always the case. Then, again, in the mad rush of getting the work out as expeditiously as

Reading-matter Page Specimen, taken from book of which opposite title-page was a part.



Title-page Specimen by Ed S. Ralph.

Reins & Meiss

317 and 319 Race St.

CINCINNATI, OHIO

Hosiery
Underwear
Laces
Embroideries
Fancy Notions
Infants' Wear

Cover-page Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

Announcement

Twenty-seventh Season

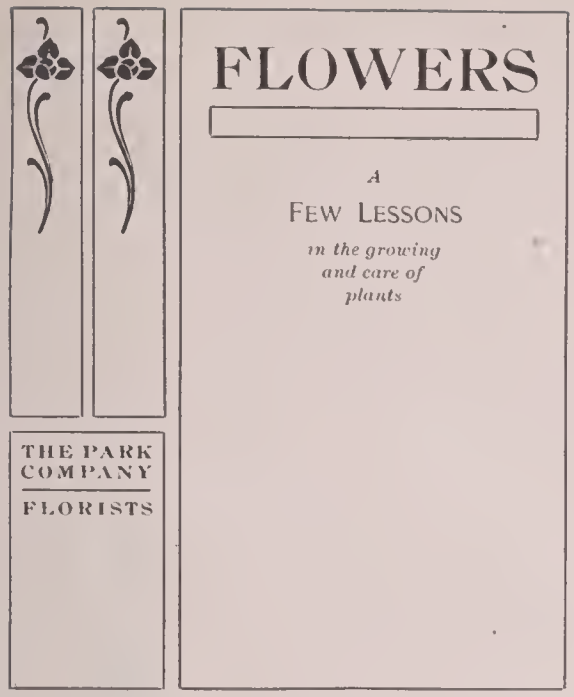
Apollo

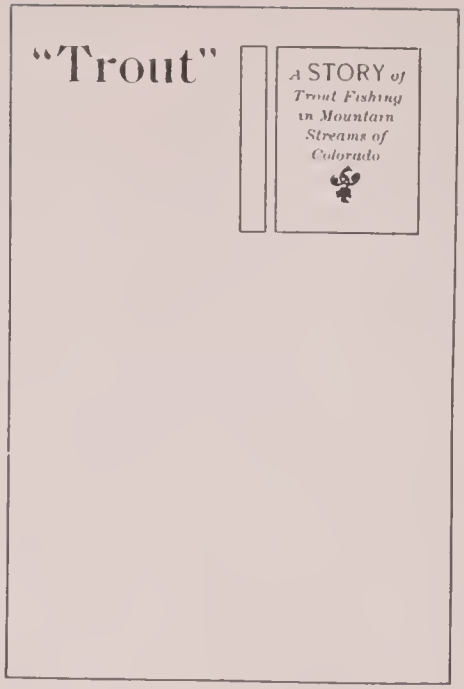
Musical Club

of Chicago

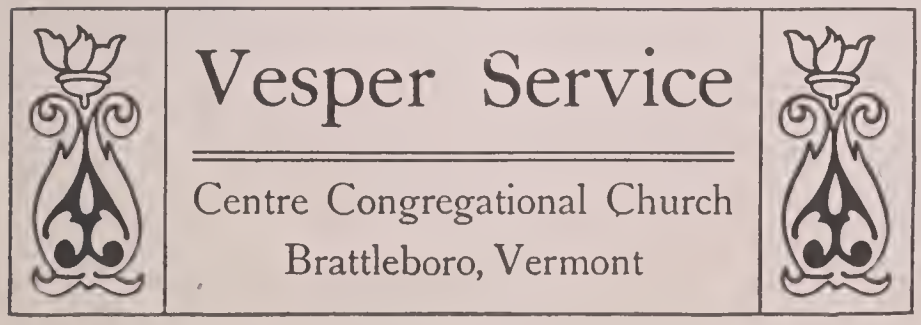
Secretary's Office, Wabash Ave. and Adams St., with Lyon & Healy

Cover-page Specimen by E. M. Colvin, Chicago, Ill.

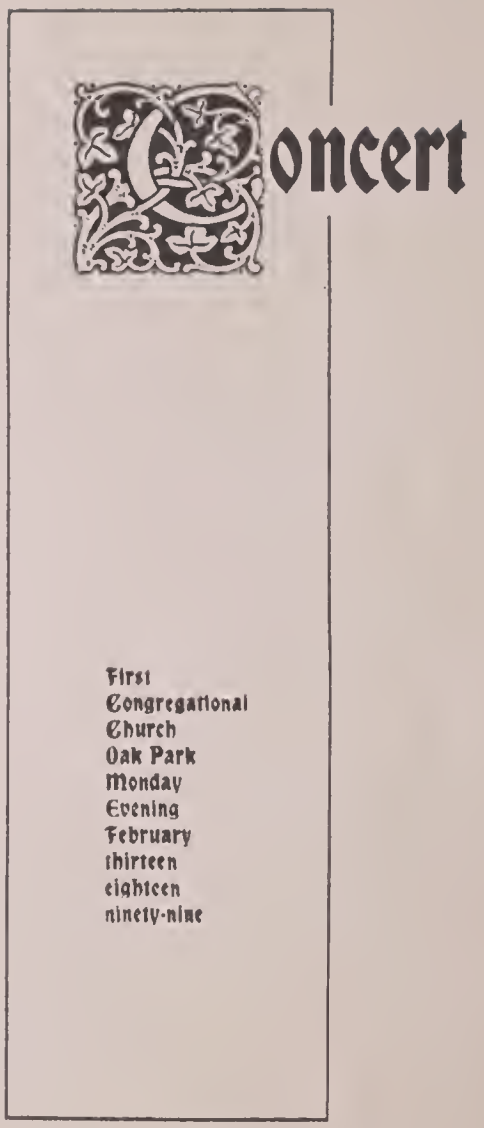




Title-page Specimens by Henry A. Anger, Denver, Colo.



Cover-page Specimen by Will Crombie, Brattleboro, Vt.



Cover-page Specimen by E. M. Colvin, Chicago, Ill.

COLORADO SPRINGS TRANSIT CO.

Length of Road, 14 Miles
Capital Stock, $1,250,000
Daily and Night Service

THOMAS H. MURPHY, Manager

Sam Montague
John Davis } Directors
Grant Steaven

Advertisement Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis.

STRAWBERRY DAY

UNDER AUSPICES OF GROWERS OF CANON CITY AND BOULDER

FRIDAY, JUNE 8
BOULDER, COLO.

THE DENVER & RIO GRANDE AND COLORADO & SOUTHERN TRAINS WILL LEAVE UNION DEPOT AT 8 AND 10 O'CLOCK

TICKETS 50 CTS.

Card Specimen by Henry A. Anger, Denver, Colo.

M. CRAFFEY

MANUFACTURER OF BROOMS AND BRUSHES

WHOLESALE WOODEN AND WILLOW WARE

1552-1554-1556
BLAKE ST.
DENVER
COLORADO

Western Agent | **LANA OIL SOAP** | A Great Seller

Card Specimen by Henry A. Anger, Denver, Colo.

WESTERN ENGRAVERS SUPPLY COMPANY

INLAND TYPE FOUNDRY
Proprietors
217-219 Pine
Saint Louis
U. S. A.

Manufacturers of
Machinery and Appliances for Electrotypers, Photo-Engravers and Stereotypers

If you are in need of anything in this line, write us for circulars

Advertisement Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis.

DAY AND WEEK OF PRAYER FOR YOUNG MEN

APPOINTED BY THE AMERICAN INTERNATIONAL CONVENTION AND THE WORLD'S CONFERENCE OF YOUNG MEN'S CHRISTIAN ASSOCIATIONS, NOVEMBER TWELFTH TO EIGHTEENTH M D C C C X C I X

Title-page Specimen by Will Crombie, Brattleboro, Vt.

REVISED LESSONS IN PRAYER

For Devotional Bible Classes and Personal Study

Cover-page Specimen by Will Crombie, Brattleboro, Vt.

Photo-Beacon Grand Subscription Competition

Open to Photographic Dealers

Closes Dec. 31, 1902

THE PHOTO-BEACON CO.
Security Building
CHICAGO

Cover-page Specimen by The H. O. Shepard Co., Chicago, Ill.

A
Helpful
Agency

What it is Doing

Cover-page Specimen by Will Crombie,
Brattleboro, Vt.

The Southern Ohio Loan & Trust Co.

Southwest Cor. Fifth and Main Streets, opp. Postoffice

⊙ ⊙ CINCINNATI ⊙ ⊙

Twentieth
Semi-Annual Statement

TELEPHONE 2635

W. T. PERKINS..... .....*President.*
J. GORDON R. WRIGHT.....*Vice-President.*
M. S. TODD.....*Sec'y and Treas.*
SWING, CUSHING & MORSE.....*Attorneys.*

Cover-page Specimen by The Ebbert & Richardson Co.,
Cincinnati, Ohio.

The Delker Guaranty

Number _____

Catalogue No. _____ Henderson, Ky., _____ 18 ____

Invoice _____

The George Delker Company

The _____

Sold to _____

Is hereby guaranteed for one year from this date.

Should any breakage occur within that time by reason of defective material or workmanship, we will replace it free of charge when such parts are returned to us, prepaid, for our inspection, but in no case will we pay repair bills, unless made by our order and price previously agreed upon.

This Guaranty is not intended to cover breakage by accident or improper handling, or damages to paint or varnish resulting from the action of ammonia or extraordinary exposure to the elements, nor shall we be required to reset tires, or renew tires worn out at any time.

This Guaranty is not genuine unless countersigned.

COUNTERSIGNED BY _____ The George Delker Co.

Every Vehicle we manufacture bears this Guarantee.
A Signed Copy furnished with each Vehicle when requested.

Guaranty-page Specimen by Ed S. Ralph, Springfield, Ohio. The background, together with matter in top and bottom panels, printed in Persian orange, balance concentrated blue.

The PRINCIPAL'S REPORT *to the* BOARD *of* TRUSTEES *of* NORTH FIELD SEMINARY

1	1
8	9
9	0
9	0

Title-page Specimen by Will Crombie, Brattleboro, Vt.

Operatic Concert

Auditorium
Brattleboro
January 25
1 9 0 0

Mary Howe - Lavin
Soprano

Harriett Brasor - Pratt
Contralto

William Lavin
Tenor

Clemente Bologna
Basso

Lucien Howe
Accompanist

Cover-page Specimen by Will Crombie,
Brattleboro, Vt.

What to Eat *and*

Published and Circulated
by

RUMFORD CHEMICAL CO.,
Rumford Baking Powder,
Horsford's Acid Phosphate.

AMERICAN CEREAL CO.,
Quaker Oats,
Pettijohn's Breakfast Food,

JAMES S. KIRK & CO.,
White Cloud Soap,
American Family Soap.

LIBBY, McNEILL & LIBBY,
Libby's Extract of Beef
and Canned Goods.

JAMES S. BURNETT & CO.,
Flavoring Extracts.

WASHBURN & CROSBY CO.,
Whole Wheat Flour,
Superlative Brand.

How to Prepare It

Title-page Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.
Words "What and How," together with half-tone cut, printed in rich wine color,
balance black.

THE C. W. RAYMOND CO.

Clay-Working Machinery and Brick-Making Appliances

DAYTON, OHIO, U. S. A.

Title-page Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio.

Corn Harvesters, Shellers, Grinding Mills and Farmer's Tools.
SCIENTIFIC
THE FOOS MANUFACTURING CO.,
SPRINGFIELD, OHIO, U. S. A.

Cover-page Specimen by Ed S. Ralph, Winters Press, Springfield, Ohio. Rules and word "Scientific" in red, balance black.

WE WANT TO TALK.

WE want to talk to you. We want to talk to you earnestly, and with an effort to secure your patronage. We want to show you that we produce the kind of printing that you want—the distinctive, effective kind. We know that we have the facilities for doing first-class work, and we believe that we possess the requisite knowledge of the art to use them to the best advantage. Yes, we believe in ourselves. We have been forced into this belief by the admiration our productions receive from those who purchase printing, and the rapidity with which our designs and ideas are copied. Through the knowledge we possess regarding the art of printing, we are enabled to produce your work in a skillful manner, and with less expense than the average printer. We want to talk to you whenever you are ready.

"STANDARD PRINTERS."

Blotter Specimen by H. A. Holmes, Brockton, Mass.

Chicago to St. Louis

HERE is a splendid opportunity for you to visit the city where the celebrated Standard Line Unit Set system of casting type was invented and put into use by

The INLAND TYPE FOUNDRY

Advertisement Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis.

Miss
Ruth Bedford Moran

will give six readings
from
Shakespeare's Plays

on Tuesday afternoons
from half-past four un-
til half-past five o'clock

commencing June the

Folder-page Specimen. Compositor not known.

IT has been proposed that the readers of the RECORD OF CHRISTIAN WORK share in the popular subscription to the

MOODY
Memorial Fund

by raising *$100,000.00* of the amount required, which is three million dollars.

This Fund is for perpetuating the work at *Northfield* and *Chicago* which Mr. Moody inaugurated.

The Plan is to make this a popular fund to which any amount, however small, may be given. Contributions have already been received ranging from twenty cents upwards. All contributions will be acknowledged in the RECORD OF CHRISTIAN WORK.

Envelope-slip Specimen by Will Crombie, Brattleboro, Vt.

George H. Betts

Security
Permanence
Profit

Nothing speculative but straight-out business investments in good, dividend earning industrial enterprises

Solicitor of COMMERCIAL INVESTMENTS

Organizer of BUSINESS ENTERPRISES

234-236 Wilcox Island Avenue
EAST ORANGE NEW JERSEY

Card Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis.

SOL. GRAFF

Gents' Furnishing Goods

Hats and Caps

Gents,' Boys' and Children's Clothing

Ladies,' Gents, and Children's Boots and Shoes

804 DAVIS STREET EVANSTON, ILLINOIS

Card Specimen by Bert Reed, Evanston, Ill.

EDWIN I SEAVERNS

Photographer

Studio: Six Hundred Seventeen Davis Street

EVANSTON : ILLINOIS

Card Specimen by Bert Reed, Evanston, Ill.

PRESSING

PROMPTLY DONE at the STEAM LAUNDRY

LEAVE ORDERS *at the Office*

Card Specimen by Will Crombie, Brattleboro, Vt.

"Argyle" Chip Soap

Single Barrel . . . . . 4¾c.
5 Barrels or more . . . . . 4½c.
Prices subject to change without notice.

CONTAINS Prime Tallow and enough Caustic Soda to produce a slight excess of Soda.

DOES NOT CONTAIN Silicate of Soda, Talc, Soapstone, or other ingredients used to produce weight without giving the slightest benefit to the washing qualities.

H. KOHNSTAMM & CO.
No. 112-114 Franklin St., CHICAGO
No. 44 West Broadway, NEW YORK

Card Specimen by The H. O. Shepard Co., Chicago, Ill.

Dealers in Church Goods

Semmann-Wangerin Co.

MANUFACTURERS OF

Church Furniture

and Ecclesiastical Art Goods

PRESENTED BY
O. J. H. SEMMANN.

Milwaukee, Wis.

Card Specimen. Compositor unknown.

STRAWBERRY DAY

UNDER AUSPICES OF GROWERS
OF CANON CITY AND BOULDER

FRIDAY, JUNE 8
BOULDER, COLO.

THE DENVER & RIO GRANDE
AND COLORADO & SOUTHERN
TRAINS WILL LEAVE UNION
DEPOT AT 6 AND 10 O'CLOCK

TICKETS 50 CTS.

Card Specimen by Henry A. Anger, Denver, Colo.

Phone 1234 Tenement

N. G. Reish
D. H. Silber

Reish & Silber Tailoring Co

94 Allen Street

Peyton-Boswell Building
Twelfth Landing

New York City

Card Specimen by Meyer-Rotier Printing Co., Milwaukee, Wis.

Satisfaction
Guaranteed
in Every
Instance

Patronize
Home
Industry
With Your
Next Order

Blackburn's

...Troy Laundry...

Brown St.. ENNIS, TEXAS

PHONE 54-4

REPRESENTED BY
H. A. MORGAN

Card Specimen by Butcher & Biggers, Ennis, Texas.

DUNHAM BROS.

WHOLESALE DEALERS IN

BOOTS, SHOES AND RUBBERS

SOLE NEW ENGLAND AGENTS FOR

MISHAWAKA ALL-KNIT WOOL BOOTS AND SOCKS

AND BALL BAND RUBBERS

BRATTLEBORO, VT.

Card Specimen by Will Crombie, Brattleboro, Vt.

G. E. BATES. W. E. SESHONG.

BATES & SESHONG

BAKERS AND CATERERS

216 BELMONT STREET, BROCKTON, MASS.

Card Specimen by H. A. Holmes, Brockton, Mass.

HEADQUARTERS FOR
CHOICEST BEDDING PLANTS
OF ALL KINDS.

UP-TO-DATE IN OUR
DECORATING AND FLORAL
DESIGNING.

THE
GLOEDE FLORAL CO.

ARTISTS IN DESIGNING, LANDSCAPE,
GARDENING AND LAWNMAKING.

2012-2034 GRAY AVENUE,
EVANSTON, ILLINOIS.
TELEPHONE 404.

PUBLIC AND PRIVATE
GROUNDS LAID OUT AND
EVERYTHING FURNISHED.

THOROUGHBRED DANE DOGS.
BELGIAN HARES LOPS.
FANCY POULTRY AND
PET STOCK, ETC.

Card Specimen by Bert Reed, Evanston, Ill.

LAURENCE W. HAMMOND

CINCINNATI, O.

SECRETARY AND TREAS.
THE PECK-HAMMOND CO.

Card Specimen by The Ebbert & Richardson Co.,
Cincinnati, Ohio.

JOHN M. GOOD,

PRESIDENT
THE GOOD & REESE CO.
THE LARGEST ROSE GROWERS IN THE WORLD
SPRINGFIELD, OHIO.

JNO. T. McCARTHY,

ROOM 4, 1296 BROADWAY,
NEW YORK.

VICE-PRESIDENT
THE MARTINIQUE COPPER COMPANY,
TUCSON, ARIZONA.

Card Specimens by Ed S. Ralph.

Cover-page for Menu Specimen by
The Ebbert & Richardson Co., Cincinnati, Ohio.

ANNUAL BANQUET
OHIO STATE MEDICAL SOCIETY,

ARCADE HOTEL,
THURSDAY EVENING, MAY 11, 1899.

ADMIT THE BEARER.

Banquet Ticket Specimen by Ed S. Ralph, Winters Press.
Springfield, Ohio.

MENU

Manuel Misa — *Canapes Varies*

Little Neck Clams
Radishes *Olives* *Salted Almonds*

Clear Green Turtle

Liebfraumilch (Saarbach & Co.) — *Kennebec Salmon, Cardinal*
Cucumbers *Potatoes Hollandaise*

Soft Shell Crabs, Sauce Tartare

Veuve Cliquot G. H. Mumm & Co. Extra Dry — *Mignons of Spring Lamb, printaniere*

Sorbet, en surprise

Spring Chickens, au Cresson
Cold Asparagus, vinaigrette

Vanilla Ice Cream, in forms, and Strawberries
Assorted Cakes

Port, du Salut

Cigars — *Cafe, noir*

Menu Specimen by The Ebbert & Richardson Co.,
Cincinnati, Ohio.

.. Menu ..

LITTLE NECK CLAMS

Amontillado — CONSOMMÉ XAVIER

AMANDES SALSÉS RADIS OLIVES

FILET DE SOLE MEUNIÈRE
POMMES DE TERRE A LA DUCHESSE
TOMATES CONCOMBRES

Pontet Canet — FILET DE BOEUF AUX CHAMPIGNONS
ASPERGES EN BRANCHES
POMMES NOUVELLES SAUCE CRÊME

PUNCH CRÊME DE MENTHE

Heidesheimer — PIGEONNEAUX DE PHILADELPHIE DALBUFARD
LAITUE

GLACES MOULÉES
GATEAUX

FRAISES A LA CRÊME

Cigars — ROQUEFORT CAMEMBERT
BISCUITS

Gibson House
April 12, 1899.

"Then the doctors! O to hear
The doctors! O to watch the thirsty ones
Imbibing!" — TENNYSON.

.. Toasts ..

S. E. Allen ... Toastmaster

Reminiscences . . . . . **Wm. H. Taylor, '59**

"Upon the silent shore of Memory."
— Wordsworth.

The Staff a Quarter Century Ago . . **J. F. Heady, '78**

"Honor a physician with the honor due unto him, for the uses which ye may have of him, for the Lord hath created him."— Ecclesiasticus.

The Interne in Peace . . . . . **C. P. Judkins, '68**

"A man that fortune's buffets and rewards
Hast taken with equal thanks."— Hamlet.

The Interne in War . . . . . **E. F. Landy, '92**

"Give him great meals of beef,
He will eat like a wolf and fight like a devil."
Henry V.

"Now one other health
To our grand patron, called Goodfellowship,
Whose livery all our people hereabout
Are clad in." *— Dekker and Ford.*

Menu and Toast-page Specimens by The Ebbert & Richardson Co., Cincinnati, Ohio.

L. of C.

MENU

THE OWL CAFE THIRD and FIRST AVES.

Oysters, Half Shell

Bisque of Lobster
Olives Celery Radishes

Salmon, a la Hollandaise
Potatoes Duchesse

Filet de Boeuf, Pique, Bordelaise
Green Peas Flageolets

Roman Punch

Roast Game on Toast
Chicken Salad

Tutti Frutti Ice Cream
Assorted Fruits

Cheese Cafe Noir

Cigars Cognac

Menu-page Specimen by the Blanchard Press, New York.

.. Menu ..

Sherry

Blue Points

Green Turtle

Sardellen *Radishes*

Olives *Salame*

Black Bass with Mussels, Marinière
Potatoes Dauphine

Filets Mignons, Bouquetière
Lettuce Salad

Strawberries *Ice Cream*
Mille Feuilles Slices

Swiss Cheese, Bent's Crackers
Coffee

Cigars

St. Nicholas,
8.30 P. M.

Menu-page Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

ON MAY 30 (DECORATION DAY) TWO HANDICAP EVENTS WILL BE HELD: THE FIRST, AN EIGHTEEN-HOLE COMPETITION, AT MEDAL PLAY, FOR GENTLEMEN; THE SECOND, A NINE-HOLE FOR LADIES. HANDICAPS WILL BE POSTED ON THE BULLETIN BOARD IN THE CLUB HOUSE. PLAY WILL COMMENCE AT 10 A. M., AND THE PERMANENT GREENS WILL BE USED.

GREENS COMMITTEE.

Announcement Card Specimen by The H. O. Shepard Co., Chicago, Ill.

YOU ARE CORDIALLY INVITED TO ATTEND THE SUNDAY SERVICES OF THE UNIVERSALIST CHURCH, CANAL STREET

MORNING WORSHIP AT 10:30 O'CLOCK
SUNDAY SCHOOL AT 11:45 "
EVENING SERVICE AT 7:00 "

Invitation Card Specimen by Will Crombie, Brattleboro, Vt.

"For Christ and the Church"

GLENARM
Y. P. S. C. E.

FIRST
CONGREGATIONAL
CHURCH
DENVER, COLO

Programme Cover-page Specimen by Henry A. Anger, Denver, Colo.

Reception.

TRINITY GUILD HALL
THURSDAY, MAY 24
EIGHT P. M.

PRESENT THIS CARD AT THE DOOR

Reception Card Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

You are respectfully invited
to attend the Banquet in honor of the delegates
to the

Seventh Annual Convention Chiefs of Police of the United States and Canada

to be given at the Hotel Alms
Friday Evening, May 11, 1900

Please reply on the indosed card

Respectfully
Phil. Deitsch
Superintendent of Police

Cincinnati, May 2, 1900

Thirteenth Annual Commencement High School,

Balke Opera House,
Friday Evening, June eighth,
Nineteen hundred;
Eight o'clock,
Bellevue, Ky.

Invitation-page Specimens by The Ebbert & Richardson Co., Cincinnati, Ohio.

RELIEF BUREAU OF DENVER FOR TRANSIENT MEMBERS

Knights of Pythias

ELECTRIC HALL, DENVER
MARCH 30, 1900

P R O G R A M M E

Address—*The Transient Relief Bureau*
EX-SECRETARY JUDGE W. A. RICE

Tenor Solo — SELECTED
BERT L. HAVENS

Lecture—*The White City*
MRS. J. V. HUKLIN — PROF. J. V HUKLIN, STEREOPTICON

Music — THE SERENADE MANDOLIN AND GUITAR CLUB
THE MISSES BESSIE AND JULIA KELLERMAN, LEADERS
(OF THE ACADEMY OF MUSIC)

Piano Fantasie — LYBACH
PROF. V. M. GRIFFIN

Banjo Trio
MISSES KELLERMAN AND MISS HELEN PETERS

Between the above numbers, animated pictures will be shown by the Mutograph
F. H. LITTLE, OPERATOR — EDISON GOODS USED EXCLUSIVELY

Program-page Specimen by Henry A. Anger, Denver, Colo.

COMPLIMENTARY
BANQUET

TO THE

UNITED TYPOTHETAE
OF AMERICA

WARNER HALL, NEW HAVEN

FRIDAY EVENING, SEPTEMBER 15, 1899

AT SEVEN O'CLOCK

Title-page Specimen to Banquet Brochure. Compositor unknown.

THE LAGONDA CLUB.

THE ENTERTAINMENT COMMITTEE WILL ENTERTAIN WITH A

"PROGRESSIVE EUCHRE"

FOR MEMBERS AND LADIES,
ON TUESDAY EVENING, APRIL 25TH,
AT 8 O'CLOCK.
PLEASE RESPOND PROMPTLY SO THAT THE COMMITTEE MAY KNOW HOW MANY TO PROVIDE FOR.

W. S. RABBITTS, CHAIRMAN.

Invitation Specimen by Ed S. Ralph.

Menu

Canape Varies — A. A. C. & T.
Blue Points — Sauterne
Consomme — Amontillado
Olives *Almonds* *Celery*
Shad, Sauce Tartare
Potatoes *Cucumbers*
Pate of Sweetbreads — Mumm
Peas
Sherbet
Teal Duck
Currant Jelly *String Beans*
Ice Cream *Cakes*
Cheese *Coffee*
Cigars

Avondale Athletic Club
Feb 10, 1900

Menu-page Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

THE SPRINGFIELD MACHINE TOOL Co

INVITES YOU TO INSPECT ITS

REPRESENTATIVE MACHINE TOOLS

TO BE DISPLAYED AT THE

PARIS EXPOSITION,

AND ITS

NEW PLANT

NOW BEING EQUIPPED WITH

MODERN TOOLS AND APPLIANCES,

THURSDAY, FEBRUARY 1ST 1900,
12 TO 4.

CIGARS
CLARET PUNCH

Invitation Specimen by Ed S. Ralph.

LAGONDA CLUB ASSEMBLIES.

THE FIFTH ASSEMBLY
WILL BE GIVEN THURSDAY EVENING,
FEBRUARY 22, 1900,
COMMENCING AT 8:30 O'CLOCK.

W. S. THOMAS, W. S. RABBITTS,
F. C. JOHNSON, ELWOOD MYERS,
F. C. BARTHOLOMEW, GEO. M. FOOS,
ELMORE ROSS, PHILLIPS LUDLOW,
LUTHER L. BUCHWALTER, BEN JOHNSON,
COMMITTEE.

SUPPER WILL BE SERVED
FROM 10:30 TO 12.

Announcement Specimen by Ed S. Ralpb.

1880. *1900.*

Dr. and Mrs. Geo. W. Fels
request your company at
Five o'clock Dinner,
Saturday, June ninth, nineteen hundred.

2822 Highland Ave.
Mount Auburn.

Invitation Specimen by The Ebbert & Richardson Co., Cincinnati, Ohio.

The B. Eldredge Automatic

IS A SEWING MACHINE USING A SINGLE THREAD AND PRODUCING THE ELASTIC CHAIN STITCH

THIS type of machine has for many years been universally regarded as superior to all others, and has been in vigorous demand wherever its advantages have become known. Owing, however, to the protection of patents, the price has kept the machine beyond the reach of most users. These patents having expired, we are now placing the Automatic upon the market made up in a manner superior to anything heretofore produced, and at the same time placing the machine before the public at a reasonable and popular price.

This machine is an ideal one for family use.

it is absolutely noiseless; will do twice the amount of work with less than half the power required to operate others. Added to these points the fact that it is entirely automatic and requires no adjustment or setting of tensions, winding of bobbins, etc., etc., appeals very strongly to every lady.

It is a fact, recognized in the sewing machine trade for years, that no other type of machine can be sold to one who has ever used the Automatic.

The elastic chain stitch

is materially stronger than any made with a double thread; it can be securely locked at the end of the seam, so as to preclude all possibility of ripping or coming unfastened; while at the same time the seam may be unlocked at any point and pulled out. This is a feature of great advantage where garments are to be remodeled, and in itself effectually establishes the superiority of this machine.

Page Arrangement for Catalogue, The H. O. Shepard Co., Chicago, Ill.

There's nothing like selling the best

That's why you should sell

Warren's Featherbone

The world's standard dress stiffening

Cover-page Specimen by The H. O. Shepard Co., Chicago, Ill.

ELDREDGE BICYCLES

1902

NATIONAL SEWING MACHINE COMPANY

MANUFACTORY AND HOME OFFICE
BELVIDERE, ILLINOIS, U. S. A.

NEW YORK, 93 READE STREET

CHICAGO, 49 JACKSON BLVD.

SAN FRANCISCO, HEARST BLDG.

Cover-page Specimen by The H. O. Shepard Co., Chicago, Ill.

Send 25 CENTS for a Copy of

THE INLAND PRINTER

Cut and Ornament Book

YOU WILL FIND
WHAT YOU NEED IN IT

9 x 12 Inches
208 Pages
Over 1,800 Cuts

The Twenty-five Cents will be refunded on the FIRST ORDER for Cuts amounting to ONE DOLLAR or over

THE INLAND PRINTER COMPANY

212-214 Monroe Street .. CHICAGO
116 Nassau Street .. .. .. NEW YORK

The Inland Printer

Has the Largest Circulation of any Magazine of its kind in the World.

The "WANT AD." COLUMN

Of THE INLAND PRINTER is the place to put your little advertisement if you wish results. It has helped many people to obtain positions, to sell newspaper or job offices, to secure help, to find buyers for secondhand machinery, to purchase special machinery they did not know exactly where to look for, to dispose of some machine that improved devices had thrown out —in fact, to bring employer and employed and buyer and seller together, to the mutual satisfaction of all concerned.

It costs but a trifle

To use this medium — 20 words or less, 80 cents, each additioual 10 words or less, 40 cents. Situations wanted — 20 words or less, 50 cents, each additional 10 words or less, 25 cents, address to be counted.

Copy should be in

by the 20th of the month. THE INLAND PRINTER is issued promptly ou the first of every month. Answers can be sent in our care if desired, and will be promptly forwarded to parties for whom intended without extra charge. Try this column some time. You will not be disappointed in it.

Address

The Inland Printer Company,

PUBLISHERS,

116 Nassau St., NEW YORK. 212-214 Monroe St., CHICAGO.

Regular advertising rates furnished on application. Make your "Wants" known. Try this column or our regular advertising pages. It will pay you.

The Inland Printer.

What it is.

THE INLAND PRINTER is a monthly magazine of from 120 to 150 pages, 9 by 12 inches in size, devoted to printing, publishing, engraving, electrotyping, stereotyping, bookbinding, papermaking and all the kindred trades. It is a work of art, and should be in the hands of every lover of the typographic art or any one interested in newspaper work or advertising. Issued promptly on the first of every month.

What it Contains.

Its pages are filled with the most instructive aud interesting original articles relating to the matters that properly come within its domain, besides an amount of valuable data, trade topics, correspondence, craft items, recent patents, recipes, hints and suggestions that will surprise you. In addition to this, it is copiously illustrated, and the whole make-up and general character of the work is such as to challenge admiration.

The Illustrations. The full-page illustrations and those worked in with the text are all of a high order, and include half-tone, zinc etching and other methods of engraving, alike valuable to the engraver, processworker, compositor and pressman. Colored plates, by various processes, are also sbown.

The Text. Taking up a copy at random one finds articles on advertising, machine composition, country newspapers, electrotyping and stereotyping, lithography, process engraving, copyright, job composition, bookbinding, patents, postal information, presswork, proofreading, review of specimens and much general information.

The Advertisements. These are as important in a way as any other part of THE INLAND PRINTER, for the reason that they are set in attractive and catchy style, alike beneficial to the compositor and "ad." writer, and printed in the same excellent way that the other part of the journal is. This part will interest you as well as the text.

SUBSCRIPTION PRICE:

$2.50 per Year; $1.25 for Six Months; 25c. per Copy.

Foreign Postage $1.20 per Year Extra.

No free copies and no exchanges. Subscribe through your typefounder, material dealer or news agent, or send direct to

The Inland Printer Company,

116 NASSAU ST., NEW YORK. 212-214 MONROE ST., CHICAGO.

LIBRARY OF CONGRESS
0 038 701 829 3